REMARKS

Claims 1-21 are pending. The Examiner's reconsideration of the rejections is respectfully requested in view of the remarks.

Claims 1, 14, and 20 are the independent claims.

Claims 1-13, 20 and 21 have been rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 20 claims the display of content, wherein the claims recite, *inter alia*, "executing a triggered rule for causing the display of the content on the display device" and "determining a fee according to at least one device parameter upon executing the triggered rule for the display of content, wherein the content provider is charged the fee." Claim 1 includes substantially similar limitations. The rejection states that, "the execution of one trigger does not necessarily indicate that all rules have been satisfied and that the content will be displayed." The plain language of Claims 1 and 20 clearly recited causing the display of the content and executing the triggered rule for the display of content, respectively. These are explicit recitations of the display of content in the context of a triggered rule. Accordingly, Claims 1 and 20 are believed to satisfy 35 U.S.C. 112, second paragraph. The Examiner's reconsideration of the rejection is respectfully requested.

Claims 1-21 have been rejected under 35 U.S.C. 112, second paragraph, as being incomplete for omitting essential steps, such omission amounting to a gap between the steps. The

Examiner stated essentially, the a step of providing RFID tags to all potential spectators is necessary in order to enable the claims.

Respectfully, no such step as providing RFID tags to all potential spectators is believed to be needed. The claims merely recite that a spectator be detected, as is clearly supported by the specification that describes, among other things, IR tags, RFID tags, etc. Further, Claim 20 explicitly recites that a spectator is provided with an identification tag. Reconsideration of the rejection is respectfully requested.

Claims 1, 20, and 21 have been rejected under 335 USC 101, as being directed to non-patentable subject matter. The rejection included a statement that "no content is ever provided during execution of the claimed steps. Therefore, no tangible result is ever produced."

Claim 1 claims, *inter alia*, "executing the at least two triggered rules, a first triggered rule for causing the display of the content on the display device, a second triggered rule specifying that at least one spectator be detected" and "wherein the content provider is charged the fee," and Claim 20 claims, *inter alia*, "executing a triggered rule for causing the display of the content on the display device" and "wherein the content provider is charged the fee." Claims 1 and 20 further claim, *inter alia*, "wherein the content is provided by a content provider."

The claimed limitations include the display of content and charging a fee. Further, it is clear that content is provided by a content provider – as explicitly claimed. These limitations, individually, or in combination are believed to be useful, concrete, and tangible results, satisfying 35 USC 101. More particularly, the plain language of Claims 1 and 20 clearly recited causing the display of the content and executing the triggered rule for the display of content, respectively. These are explicit recitations of providing content and the display of content in the

context of a triggered rule. Reconsideration of the rejection is respectfully requested.

Claims 1-9 and 13-21 have been rejected under 35 U.S.C. 102(b) as being anticipated by Cohen (USPN 6,060,993). The Examiner stated essentially that Cohen teaches all the limitations of Claims 1-9 and 13-21.

Claim 1 claims, *inter alia*, "executing the at least two triggered rules, a first triggered rule for causing the display of the content on the display device, a second triggered rule specifying that at least one spectator be detected." Claim 14 claims, *inter alia*, "displaying content according to each satisfied rule, wherein a first satisfied rule specifies that a spectator be detected and a second satisfied rule specifies a certain demographic of the spectator be determined." Claim 20 claims, *inter alia*, "executing a triggered rule for causing the display of the content on the display device, wherein the triggered rule specifies that at least one spectator be detected, wherein the spectator is detected by a receiver which detects an identification tag provided to the spectator."

Cohen teaches a method for display advertisements according to date, time, and weather (see col. 4, lines 47-53 and col. 4, line 63 to col. 5, line 3). Cohen does not teach "executing the at least two triggered rules, a first triggered rule for causing the display of the content on the display device, a second triggered rule specifying that at least one spectator be detected" as claimed in Claim 1, "displaying content corresponding to each satisfied rule, wherein a first satisfied rule specifies that a spectator be detected and a second satisfied rule specifies a demographic of the spectator" as claimed in Claim 14, nor "executing a triggered rule for causing the display of the content on the display device, wherein the triggered rule specifies that at least one spectator be detected, wherein the spectator is detected by a receiver which detects

an identification tag provided to the spectator" as claimed in Claim 20. Cohen teaches a method wherein only geography and weather affect the display of content. Note that while Cohen teaches processing the density of vehicles, Cohen is not concerned the density of vehicles in general but only the density of vehicles displaying messages in a particular zone (see col. 5, lines 10-14), which again is a geography based determination. The geographic determination of the density of messages in a zone is not analogous to detecting spectators, essentially as claimed, much less detecting a demographic of a spectator as claimed in Claim 14. Nowhere does Cohen teach that the detection of a spectator satisfies a rule for the display of content. Cohen's current status data of the vehicle does not include rules about the presence of a spectator, essentially as claimed in Claim 1, much less the use of tags to detect the spectator, essentially as claimed in Claim 20, or the use of a demographic of a spectator, essentially as claimed in Claim 14. Therefore, Cohen fails to teach all the limitations of Claims 1, 14, and 20.

Claims 2-9 depend from Claim 1. Claims 15-19 depend from Claim 14. Claim 21 depends from Claim 20. The dependent claims are believed to be allowable for at least the reasons given for Claims 1, 14, and 21. Reconsideration of the rejection is respectfully requested.

Claims 10 and 11 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Cohen. The Examiner stated essentially that Cohen teaches or suggests all the limitations of Claims 10 and 11.

Claims 10 and 11 depend from Claim 1. The dependent claims are believed to be allowable for at least the reasons given for Claim 1. Reconsideration of the rejection is respectfully requested.

For the forgoing reasons, the application, including claims 1-21, is believed to be in condition for allowance. Early and favorable reconsideration of the case is respectfully requested.

Respectfully submitted,

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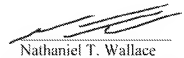

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